

***RETIRED MEN'S ASSOCIATION OF GREENWICH, Inc. (RMA)
invites you to attend its meeting, on Wednesday, June 6, 2012.
First Presbyterian Church, Lafayette Pl., Greenwich.***

David Neeleman

My Life As An Airline Entrepreneur



F. Scott Fitzgerald observed that “There are no second acts in American lives.” He has been proven wrong by American visionaries such as Apple’s Steve Jobs, Amazon’s Jeff Bezos, and by our next speaker, David Neeleman, who has had three lives, growing with and leading the future of the airline industry.

In Act One, he started Morris Airlines in 1994, which he eventually sold to Southwest Airlines. In Act Two, he founded Jet Blue Airlines in 2000, which achieved nearly instantaneous success with a formula that stressed customer service and relatively low fares. By 2008, he had guided it to the eighth largest domestic carrier, as measured by customer boardings. In 2005 he received the Tony Jannus Award, for outstanding leadership in the commercial aviation industry.

In Act Three, Mr. Neeleman launched Azul Brazilian Airlines as a Brazilian domestic carrier in 2008. In 2009, its performance allowed ABA to become the first airline in the world to board 2 million customers during its first year of operation. By 2012, it had become Brazil’s third largest airline, capturing 15% of the large and growing Brazilian market.

Mr. Neeleman lived his first five years in Brazil, learning to speak fluent Portuguese. Like his father, he served there as a Mormon missionary. His life story also includes how he has learned to live with, and succeed in life, notwithstanding his Attention Deficit Disorder. He and his wife Vicki reside in New Canaan, and are the parents of nine children.

RMA members and their guests should arrive by 9:45 AM for our full meeting. The general public should plan to arrive at 10:45 AM. Meetings are held at the First Presbyterian Church, Lafayette Place, Greenwich. No Charge and No Reservations are required. Questions about any of the above, call Bernard Schneider, 203-698-2558; bgsesq@gmail.com.